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TO RUEHC/SECSTATE WASHDC PRIORITY 2770  
INFO RUCNARF/ASEAN REGIONAL FORUM COLLECTIVE  
RUEHZU/ASIAN PACIFIC ECONOMIC COOPERATION  
RUEHNE/AMEMBASSY NEW DELHI 0899  
RUEHGV/USMISSION GENEVA 1727  
RUCPDOG/DEPT OF COMMERCE WASHINGTON DC  
RUEATRS/DEPT OF TREASURY WASHINGTON DC

UNCLAS KUALA LUMPUR 000413

SENSITIVE  
SIPDIS

STATE PASS USTR -- WEISEL AND EHLERS  
STATE PASS FEDERAL RESERVE AND EXIMBANK  
STATE PASS FEDERAL RESERVE SAN FRANCISCO TCURRAN  
SINGAPORE PASS TO SBAKER  
USDOC FOR 4430/MAC/EAP/M.HOGGE  
TREASURY FOR OASIA AND IRS  
GENEVA FOR USTR

E.O. 12958: N/A

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SUBJECT: AMBASSADOR'S MEETING WITH NEW MALAYSIAN DOMESTIC  
TRADE MINISTER

¶1. (SBU) Summary: The Ambassador highlighted the need for stronger IPR enforcement during his call on Malaysia,s newly appointed Minister of Domestic Trade and Consumer Affairs Ismail Sabri Yaakob. Minister Ismail told the Ambassador that strengthening IPR protection was high on his priority list. Ismail emphasized his commitment to improve Malaysia,s IPR enforcement efforts and noted that a review of Malaysia,s IPR laws was underway. With regard to competition policy legislation, which the Ambassador encouraged Ismail to press forward, the Minister said that his ministry would table a Fair Trade Practices Bill in parliament by the end of this year. End Summary.

¶2. (SBU) During a May 26 courtesy call on Ismail Sabri Yaakob, the new Minister of Domestic Trade and Consumer Affairs, the Ambassador noted recent U.S. industry association complaints about a general weakening in Malaysia,s IPR enforcement efforts over the last year. The Ambassador drew special attention to problems with optical disc piracy, the lack of camcording laws in Malaysia, and the need for provisions for data exclusivity requirements for the pharmaceutical industry. Ismail assured the Ambassador that he had personally instructed his Ministry staff to strengthen IPR enforcement efforts. Ismail said he had already told the enforcement division to move more aggressively to curb illegal sales of pirated products by going after the supply sources, i.e. identifying and prosecuting illegal production facilities.

¶3. (SBU) Minister Ismail informed the Ambassador that the Malaysian Intellectual Property Organization (MyIPO) was using new outreach programs to educate the Malaysian public about the importance of IPR rights. He acknowledged, however, that changing the public,s views on IP was an ongoing challenge. Ismail said his Ministry was conducting a comprehensive review of Malaysia's IPR laws and also would look at camcording and data exclusivity issues. He noted that he would like to explore how Malaysia could streamline the trademark and patent application processes in order to shorten the time it takes to approve trademarks and patents and welcomed any future training that we could provide that would make that goal achievable. The Ambassador welcomed these efforts and made the point that an improved IPR protection regime would help Malaysia in its efforts to attract more high value-added foreign direct investment.

¶4. (SBU) With regard to Competition Policy, Ismail said that his ministry intends to table a Fair Trade Practices Bill by the end of this year. He noted that his ministry had already tabled a Consumer Protection Act.

KEITH